

Oneida County Tourism Council Minutes
June 1, 2009
Northernaire Resort Spa – Three Lakes – 1:30 p.m.

Present: Kim Swisher, Peter Wolk, Gary Baier, Romelle Vandervest, Connie Madden, Diane Hapka, Tamara Anderson, Dan Kuzlik, Pat Broukal, Beth Poast. **Absent:** Kari Zambon, Terilyn Fritz

Guests: Lyn Pilch (Pilch and Barnet)

1. **CALL TO ORDER:** Meeting called to order at 1:45 p.m. President, Hapka.
2. **APPROVE AGENDA:** Motion to approve agenda made by Wolk/Kuzlik. Motion carried.
3. **APPROVE MINUTES:** Motion to approve May minutes made by Vandervest/Baier. Motion carried.
4. **APPROVE TREASURERS REPORT:** Motion to approve Treasurers Report made by Swisher/Wolk. Motion carried.
5. **APPROVE INVOICES:** Pilch & Barnet (Artists Interactive) #5440 - \$4,500 and Pilch & Barnet (March & April) #5445 - \$9,100. Motion to approve payment of invoices made by Vandervest/Wolk. Motion carried.
6. **DATE OF FUTURE MEETINGS:** August 3, 2009 – 1:30 p.m. at Lake Tomahawk
7. **ONEIDA COUNTY FAIR PARTICIPATION:** Kuzlik expressed that Chamber needs to have a specific participation. Swisher reported that the Chamber's booth will be open to all Chamber members. Signage issue presented; there are still a few signs to the old location. Vandervest suggested a sign at the old location directing people to Pioneer Park. There will be a bus scheduled to transport seniors. Volunteers needed for parking and to man information booth. The Fair is to be promoted on all the Chamber's websites and the OCTC site.
8. **GROWN NORTH –** OCEDC - \$200,000 loan secured to work with broadband. Six out of planned nine towers by September. Projected 90% connectivity. We should start to market that we are "All Wired Up"!
9. **GROWN NORTH MEMBERSHIP:** Swisher/Madden made motion for OCTC to be members. Madden is to be the OCTC rep. Motion carried.
10. **ITBEC –** Nothing new to report
11. **O.N.E:** A logo has been proposed – not yet shown to both Countys. Agreement between two is still in legal.
12. **OCTC COMMUNITY RELATIONS REPORT:** Hapka discussed the Milwaukee Journal Sentinel article. Stay-cations are up. Memorial Day traffic was good – appears to be up from last year. Also discussed the Daily News article indicating tourism in Oneida County was up in 2008.
13. **PILCH & BARNET REPORT:** Food/Destination Event was discussed. The weekend of October 16-18th was selected, and the idea was a "Palette of Flavors throughout Oneida County". Each community is to schedule a

planned “Food Event”. Pilch to prepare and submit a new grand request in June for this event.

14. **STATE TOURISM DEPARTMENT UPDATE:** Pischer not present.
15. **GOVERNOR’S COUNCIL ON TOURISM REPORT:** Zambon not present.
16. **ONEIDA COUNTY RESORT TOUR:** 25 signed up so far.
17. **PUBLIC COMMENTS/COMMUNICATION:** No comments
18. **ITEMS TO BE INCLUDED ON NEXT AGENDA:** Oneida County Fair Work Schedule, Grand submission, drawing for Bingoneida, Smithsonian update.
19. **ADJOURNMENT:** Swisher/Madden motion to adjourn meeting. Meeting adjourned at 2:54 p.m.
- 20.